

ELECTRONIC APPLICATIONS AND THEIR IMPACT ON THE CULTURE OF CONSUMPTION: AN APPLIED STUDY ON A SAMPLE OF WORKING AND NON-WORKING WOMEN IN THE SAUDI FAMILY

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Abstract

The current study explores modern electronic applications and their impact on the consumer culture of women within the Saudi family. Its objectives included identifying the role of modern technology, particularly electronic applications, in the spread of various consumer cultures, particularly in clothing, adornment, and the acquisition of modern devices. It also aimed to identify the role of advertisements and celebrities in spreading the consumer culture among Saudi families through modern applications. The methodology used in the study was descriptive and analytical, from which the most important findings emerged. There is a significant relationship between the Saudi family's excessive consumption of clothing and adornment and modern technology and the development of commercial applications in the modern digital age. This is consistent with the fact that families are greatly influenced by the modern cultural practices displayed in applications, which influence their consumption of clothing, adornment, food, and the acquisition of modern devices.

Contemporary technological innovations, such as the internet and other technologies, also play a role in shaping the concept of imitation and unjustified purchasing. This is demonstrated by the results of the current study, which demonstrate that purchasing is often simply a desire to own a product, perhaps for example, rather than as a necessary household need. This leads to increased spending within the family, waste of economic resources, and increased family problems.

Keywords: Electronic applications – culture of consumption – family

1. Introduction

The family is the primary building block of society. This not only means that it is the foundation of society, but it is also the source of morality and the primary pillar for regulating behavior. It is the framework within which people receive their first lessons in social life.

For family life to proceed on its natural path, which is based on security and reassurance, it is necessary to achieve harmony and adaptation between all parties in the same family and to maintain all its resistance, especially in the modern technological age. From this standpoint, there may be modern changes that affect the family culture, especially technological change and the new digital world. Digital development and major technological transformations have become the basics of the main societal studies of governments, which in turn have become focused on this technological development and growth to keep pace with the digital age that the world is witnessing. Our digital age has many complex and exciting issues that we must study well and be the touchstone of increased interest because of the creation of major problems resulting from this transformation in all aspects of life, such as the increase in the culture of consumption, which in turn has affected family stability, especially spending within the family and the increase in essential needs in light of modern

technological repercussions that have become the basis of many family problems that may lead to the destruction of the family.

2. Research problem:

Consumer culture is rooted in its formation due to many contributing factors. Because the family is the primary social unit shaping an individual's personality and instilling a cultural framework, a family's consumer behavior may be due to its adherence to the teachings and traditions of its upper-middle-class family, or, on the other hand, to socialization and emulation of institutions, most notably the media.

A study showed that 35.83% of families, with a higher percentage of women, consume more of this culture due to their influence on modern social media platforms, especially electronic applications, which have had an impact on their social lives (General Authority for Statistics, 2019). Social media is the most influential medium for family daily life and promotional advertisements for many goods and services. Family members are the primary beneficiaries of this culture in their normal consumption patterns, particularly in clothing, cosmetics, food, recreational activities, and modern devices. These are the dimensions this study focused on to understand the role of electronic applications in the spread of a modern consumer culture within the Saudi family, considering the digital transformation.

There are many social studies that have addressed the problem from many aspects and emphasize the importance of the problem of the current study, as (Al-Otaibi, 2018) studied in Saudi society the manifestations and causes of consumerism among Saudi university girls and concluded that modern social networking sites have a high impact on the spread of consumerism among Saudi girls who are considered one of the members of the family. (Al-Mutairi, 2021, p. 60) studied in Saudi society the role of social networking sites in consumption among women. The results of the study showed that social networking sites have a role in consuming the personal needs of Saudi women and keeping up with what is new in the field of fashion, which confirms the importance of the current study in spreading the culture of consumption considering the new digital world. (Al-Mishari, 2021, p. 43) also studied in Saudi society the role of social networking programs “Snapchat” in spreading consumer behavior among the family and concluded that the Snapchat program has a role in spreading consumer behavior. (Aqoub, 2021, p. 56) studied in Libyan society “the motives and effects of consumer culture, a sociological vision” and the results confirmed that the role of social networking sites in pushing the Libyan family towards consumption, which confirms the impact of modern means of communication, especially electronic applications, on the culture of family consumption. Therefore, the current study answers several questions, including.

3. Study questions

The main question: Is one of the main reasons for the increased consumer culture within the family the desire to use various electronic applications?

From this, sub-questions arise:

- Do recent advertisements by media celebrities for electronic applications affect the pattern of consumer culture?
- Are there goods that have become essential needs, despite being secondary, and must be purchased through these applications?

- Are the excessive aspirations caused by digitization and the ease of use of applications a reason for excessive spending and consumption?
- Does the idea of imitation and unjustified purchase of global brands in applications contribute to women's entertainment?

4. Study goal

Considering the conceptual framework guiding applied study, the study seeks to achieve the following objectives:

Main objective: To identify the role of modern technology, particularly electronic applications, in the spread of consumption patterns among women in the Saudi family, whether working or housewife.

a) Sub-objectives:

- Identify the role of modern advertisements by media celebrities for electronic applications in influencing consumer culture.
- Identify the extent of the spread of globally recognized goods (brands), which have become essential needs despite their secondary nature and must be purchased through these applications.
- Identify the excessive aspirations caused by digitization and the ease of use of applications, which has led to increased spending and consumption.
- Identify the concept of imitation and unjustified purchase of many brands through electronic applications in providing entertainment for women.

5. The importance of studying

The study derives its importance from several reasons that prompted the selection of its topic. The importance and need for study, from a theoretical, practical, and future perspective, are as follows:

a) Theoretical Scientific Importance:

- This study complements the efforts of researchers who have studied the problem from other perspectives, contributing to the enrichment of knowledge.
- This study contributes to the enrichment of the subject in sociology in general and economic sociology in particular, by attempting to fill the gap regarding the factors driving the spread of a new type of consumer culture among Saudi families.
- The study explains and analyzes the problem based on certain social theories and determines their relevance to the reality of Saudi society.

b) Practical Importance:

- The study contributes to understanding the role of the digital world and the proliferation of its modern devices in the spread of consumer culture. This helps limit the negative impact this factor can have on the economy, development, and social problems within the family, such as debt, divorce, separation, and separation.
- The study contributes to explaining the reasons for the spread of consumer culture among Saudi families, thus helping them become more aware of the factors shaping their consumer behavior.
- This study helps combat and resist one of the obstacles to economic development, as consumption transforms society from a producer to a consumer.

c) Future Significance:

The results and recommendations of this study will benefit social institutions, including associations

and relevant ministries, as follows:

- This study provides a scientific basis for many official and unofficial social, economic, and media institutions to combat the spread of unjustified consumerism and the purchase of unnecessary products.
- The study guides various social institutions to adopt all awareness and educational methods to reject the culture of imitating advertisements, boasting about purchasing modern consumer products, and spreading the culture of financial awareness and savings.
- This study will be one of the most important supports for the proposals pursued by social, economic, and media institutions to limit blind imitation and ostentation of goods.

6. Research Concepts:

- Electronic applications: A digital means of communication for displaying information or delivering digital products and services to users. (<https://ar.wikipedia.org>)
- Procedural definition of electronic applications: The process of transforming the physical aspects of business processes and workflows into digital aspects that align with the culture of buying and selling.
- Business applications: A subtype of retail e-commerce. (<https://www.oracle.com>)
- Business applications, operationally: The process of applying digital technology and capabilities to do many of the things you do regularly, but in new and better ways, stimulating improved results. Digital is the foundation of digital transformation.
- Culture: Culture, in its specific sense, is the development of certain mental faculties or the smoothing of certain physical functions, including the cultivation of the mind and the body, including sports, literary, or philosophical culture.
- Culture, in its practical sense: It is the complex whole of customs and traditions, including food, clothing, and everything related to building society through culture and civilization.
- Consumer culture: A form of material culture interpreted by the market, meaning the creation of a special relationship between the consumer and goods or services. Scholars have now realized the necessity of studying people's consumer culture. Consumer culture is not simply a process through which consumers use commercial products but rather demonstrates the power of capitalism (Al-Khatib, 2019, p. 33).
- Consumer culture, in its practical sense: It is a form of unjustified consumption of goods that have no essential needs and that change with the digital age.
- The concept of the family: It is the social institution that bears the burden of a set of processes that are more vital and impactful on its constituent members and on society.
- Al-Sharbiny defined it as: A social system that includes intertwined functions among its members. These functions involve many forms of behavioral change among its members because of life's variables, such as the absence of either parent or working mothers. It is also: The first unit through which a child integrates, and it is their first home, where the features of socialization begin to emerge from their early years (Al-Sharbiny, 2000, p. 22).
- The family, procedurally: A primary institution and a basic unit with many different organizations in building all the systems and frameworks present in society, and a nucleus in maintaining the security and stability of society.

7. The theoretical issue guiding the study:

The Saudi family's consumer culture may be due to its adherence to the prevailing customs, traditions, and social and economic values in its society. Consumer behavior may also be due to its desire to renew its lifestyle and its adoption of advertising and new communication methods via electronic applications as models worth emulating. This is a result of modern digital development. By focusing on several dimensions of the Saudi family's consumer culture, we find excessive consumption, particularly of secondary needs, such as clothing, adornment, food, recreational activities, and modern technology.

8. Theoretical Framework of the Study and Previous Studies

a) Digital Transformation Theory:

The integration of digital technology into all aspects of life contributing to a radical change in life. This theory explains how to provide services to society and recover value. This is demonstrated using modern applications such as Snapchat, TikTok, and commercial shopping sites, which significantly and significantly contribute to cultural change. With the modernization of these applications, the rate of consumption increases, especially among women in the Saudi family (ppt://enterprisersproject.com)

b) Symbolic Interactionism:

The theory assumes that social life, with its processes, behaviors, and phenomena, is nothing but a complex system of interactions and relationships between members of the groups that comprise society. The true manifestations of social life can be understood and comprehended by examining the interactions that occur between individuals and their objective and subjective motivations, as reflected in their impact on society (Al-Hassan, 2005, p. 119).

The theoretical framework refers to the interaction that occurs between individuals through language and various means, through which they can express their approval or rejection of many issues. For individuals to interact with others, they must develop the capacity for interaction and dialogue, as interaction expresses continuous communication through shared meanings between individuals. Their behaviors change according to the change in meaning (Katbakhana, 2019, p. 55).

From this standpoint, the theory of symbolic interaction explains the problem of the study on the basis of the following: Symbolic interaction is concerned with the interactions that occur within society, which constitute new gains for behavior that arise through the digital world of the social environment and its revelation of the social symbols that surround relationships, and by looking at the pattern of modern consumption as one of the parties to many problems in society, as well as modern means of communication and its applications that seek through their interaction with the surrounding society to renew the pattern of different cultures, including the pattern of consumption. Global openness, digital transformation, and the emergence of virtual communities have contributed to helping the family to break away from what society is accustomed to in terms of consumption through several aspects created by modern technology.

c) Cultural Diffusion:

This theory is based on the premise that humans are social beings by nature and cannot live in isolation from others and the daily interactions and exchanges that take place between them. The rapid spread of culture between countries and civilizations has played a significant role in the acquisition of many different cultures. This theory is one of the most important theories addressing the spread of customs, traditions, and other characteristics characteristic of the different spatial and

temporal circumstances of all peoples. Major factors have influenced this theory, including economic power, influential individuals, and the extent to which effective means of cultural diffusion are available. Hence, its importance in highlighting the current research problem of the spread of consumer culture as a result of economic power, media factors, celebrities, and modern applications in the spread of many modern goods, which in turn leads to the spread of a culture of consumerism. (Al-Tayyar, 2020, p. 67)

9. Previous Studies

First: Arab Studies

- A study by Al-Abayan and Nawal Abdul Mohsen, 2020, entitled "The Reality of Saudi Women's Consumer Behavior: A Study Applied to Women in Saudi Arabia." The study aimed to identify the reality of women's consumer behavior in Saudi society by identifying the social and marketing factors that lead to Saudi women's consumer behavior and identifying the negative effects resulting from their consumer behavior. The study relied on Dusenberry's theory of relative income and used the social survey and questionnaire method as a tool for data collection. The sample was selected in a non-random (purposeful) manner from a sample of women in Saudi society, and the number of women reached (391). The study reached many results, the most important of which are: age has an impact on consumer behavior, as it ranges from (20 to less than 40), in addition to many influential social factors, the most important of which is women going out to work, their interest in beauty, and among the most important negative effects are the large amount of debt and the emergence of family problems. The study came out with recommendations, the most important of which were: publishing awareness programs through various media outlets on the importance of rejecting the culture of imitating others in spending, the culture of consumer bragging and the lies of some commercial advertisements and developing financial planning methods that Saudi women are supposed to follow.
- A study (Al-Mishari, Wafaa, 2021) on the role of social media platforms (Snapchat) in the spread of ostentatious consumer behavior among young women: A study on a sample of female students at King Saud University in Riyadh. The study aimed to identify the role of social media programs in the spread of ostentatious consumer behavior among young women, and to know the extent of their use of the programs, and the reasons for the spread of ostentatious consumer behavior among young women. The study was conducted in the city of Riyadh and relied on the theory of cultural diffusion, imitation and simulation, and the affluent class. It also used the social survey method and used the questionnaire tool to obtain information and applied it to a random sample of (330) female undergraduate students from King Saud University in Riyadh. The results of the study indicated that the students' following of the Snapchat program came at a rate of (52%), and that among the reasons for the spread of consumer behavior are the ease of shopping through Snapchat with an average of (4.2) and the feeling of pride when they photograph their meetings on Snapchat. As for the role of the Snapchat program in the spread of consumer behavior, the acquisition of cosmetics ranked first with an average of (3.92%), and holding parties and going to restaurants with an average of

(3.89%). The study recommends conducting workshops related to awareness. The university student discussed rationalizing consumption for individuals and society, the impact of social media on increased consumption, and the need to conduct intensive awareness programs through the media on financial awareness and savings.

Second: Foreign studies

- A study (Chavez & Pandya, 2017) titled: The Impact of Social Networking Sites on the Consumption Patterns of College Students in Gujarat, India.

The study aimed to examine whether social networking sites, particularly Facebook, have an impact on student consumption patterns. The study was conducted in the state of Gujarat, India, and used a social survey approach and a questionnaire. The non-random sample size was 250 students from the Gujarat Technological University.

The study results found that students with more friends on social networking sites prefer to search for more information about the most liked product. Individuals who follow or are friends with a larger number of companies are more likely to receive communications from these companies, thus motivating them to shop more from these stores. The study recommends that further research be conducted to determine the effects of social networking sites on consumption patterns across different age groups.

- A study (Nolcheska, 2017) on the impact of social networks on consumer behavior at the University of Priludant Kliment Ohridski.

The study aimed to examine the impact of social networks on consumer behavior and to reveal consumer attitudes toward social networks and how they relate to the impact of social networks on purchasing decisions. The study was conducted in Bitola, Macedonia, and adopted the theory of symbolic interactionism. It used a social survey method and a questionnaire to collect data.

The simple random sample size was 120 social network users. The results showed that consumers have positive attitudes toward social networks and reveal a positive correlation between these attitudes and the impact of social networks on consumers' purchasing decisions. Convenience, openness, ease, and accessibility have a positive impact on consumers' purchasing decisions.

- Phua Kim (2018) The Impact of Snapchat Advertising on Brand Purchasing Attitudes

The study aimed to focus on Snapchat ads using refilters and their effectiveness in influencing brand attitudes and purchase intentions. It adopted a social survey approach and used a questionnaire on 311 respondents. The study concluded that influencers and celebrities in social media ads are effective brand advocates, which enhances purchasing behavior. Snapchat allows respondents to see themselves within brand ads through the filter, which is reflected in their purchasing behavior. The study recommends that academic research focus on better understanding the persuasive effects of social media programs on purchasing.

10. Theoretical framework of the study:

a) The importance of digital transformation

- Rapid changes keep pace with customer expectations.
- Companies must adopt digital transformation strategies if they want to keep pace with

technological developments and achieve financial gains.

b) Some of the benefits of digital transformation initiatives include:

Improved productivity. Emerging technologies, such as cloud services, can save time and improve efficiency across all business processes. For example, using digital technologies such as artificial intelligence (AI) frees employees to focus on tasks that require creativity and problem-solving. Similarly, conducting data analytics using machine learning can provide new insights to help you achieve your business goals faster.

c) Digital transformation and the emergence of modern applications are represented by

- Companies begin to create digital solutions, such as mobile applications or e-commerce platforms. Modern home inventions -
- Companies migrate from local computer-based infrastructure to cloud computing and invent devices with extraordinary power to meet life's basic needs. They also rely on smart sensors to reduce operating costs and ease of use. This manifests itself in the form of electronic applications that appear in society and contribute significantly to shaping different cultures.

d) The Difference Between Digitization and Digital Transformation

Digitization is the process of converting the physical aspects of business processes and workflows into digital ones. Representing non-digital or physical things in a digital format means that a computer system can use this information. For example, paper forms filled out by customers are converted into digital forms that they complete online. This digital data can then be used for analytics and business intelligence. In business, digitization initiatives may include projects such as modernizing legacy systems.

e) Automating existing paper or manual processes

Moving a system online. While digitization alone is not considered digital transformation, it is an important first step in the digital transformation journey. Digital transformation has a much broader scope, leading to a dominant cultural shift within organizations and becoming more sophisticated as technology advances.

f) Types of Digital Transformation

There are four main types of digital transformations that any organization can adopt:

- Business Process - Business Model - Business Distribution - Business Domain - Institution or Culture

g) A Historical Overview of Consumer Culture

Consumer culture has evolved among individuals over the years. Capitalism maintained its momentum by transforming the average person into a consumer, always eager to buy more products throughout the 20th century. The idea of humans as consumers first crystallized before World War I, but it became popular in America in the 1920s.

Many view consumption as the sole purpose of the world. However, of course, ancient humans consumed the necessities of life, such as food, clothing, and shelter. There was no significant economic incentive to increase consumption among the public until the beginning of the 20th century. "Adam Smith" identified the social and psychological motivations that drive people to accumulate objects and tools in his book *The Theory of Moral Sentiments* (1759). Also in the 1630s, the Dutch scholar "Caspar Barlaeus" praised trade for teaching people to appreciate new things. These ideas reinforced the

encouragement of consumption in society.

h) Islam's View on Excessive Consumption

Islam commands us to beautify ourselves and to adorn ourselves, and limits spending to sufficiency. God Almighty says, "O children of Adam, take your adornment at every masjid, and eat and drink, but be not excessive. Indeed, He likes not those who commit excess." (Al-A'raf: 31). Islam also forbade consumption motivated by ostentation, as the Prophet (peace and blessings be upon him) said, "Eat, drink, dress, and give in charity, without extravagance or conceit." Narrated by Al-Bukhari (Al-Mutairi, 2021, p. 333). Ibn Baz,

may God have mercy on him, says that this hadith encourages not to aspire to more of this world, to boast about it, to accumulate it, and to be eager for trade that might distract one from the Hereafter. As for that which brings about wealth and sufficiency from what is in the hands of others, it is desirable, and the Muslim should have a high ambition to seek the Hereafter, prepare for it, and be content with worldly matters in that which pleases God. End of his words may God have mercy on him.

i) Social media platforms, modern applications, and the rise of individual consumer culture

Social media platforms, such as Facebook, Twitter, and YouTube, have changed the traditional ways of consumption that were relied upon in the past in conducting business. These platforms have provided opportunities for all businesses to expand and reach more consumers, which has impacted on the increased demand for many products. These sites have also influenced a large segment of their users, especially young people within families, as these platforms represent a primary and essential source of information. Therefore, marketers and major commercial organizations have exploited this radical demand to attract families to a consumer culture.

These organizations have focused on the idea of the universality of consumer culture, which is one of the principles upon which the idea of globalization is based, alongside the dangerous developments in the modern digital world. The goods offered are available in all societies, including food, clothing, films, and songs, all from a single source, and each product has specific social and class significance. For example, if you wear clothes from "Gushti" and drink your coffee from "Starbucks," this means you are from the wealthy class.

Consequently, these products have been given social significance that goes beyond their tangible material value. The culture of increased consumerism, along with the bragging about it, began to spread through electronic applications and their ease of use. This made e-marketing one of the essential tools and easy and accessible means for families. Large commercial organizations rely on it to shape the consumer culture among individuals by publishing commercial advertisements and encouraging individuals to consume and purchase unnecessary goods without needing them or considering their priorities and financial status through the abundance of advertisements across various electronic applications (Rashad, 2008, p. 64).

j) Family Consumption Patterns and Forms

- Consumption to Satisfy Basic Needs
aims to meet the needs essential to ensure human existence. It occupies the top spot in the family budget and is based on the principle of fully satisfying the individual's needs, without excess or deficiency.
- Consumption for the purpose of imitation and emulation
This is destructive and dangerous consumer behavior, with clear negative effects on families, causing major problems. Imitation consumption disrupts the family budget, rendering it unable to meet its basic needs. Consequently, families often resort to borrowing, taking out loans, and, in many cases, divorce.
- Wasteful consumption
This is the most dangerous type of consumption. It is the type in which we find the misuse of an individual's goods, resulting in nothing but loss for him or the state. This type is clear in food consumption, as the surplus of food after consumption exceeds 20%, while it is supposed to be no more than 1%.
- Consumption for show and ostentation
This refers to showing off, bragging, and the desire to appear attractive without a pressing need for the goods themselves, but rather out of a desire to stand out and emulate the rich (Aqoub, 2021, p. 45).

k) Characteristics of Consumer Culture

Consumer culture refers to the symbols, images, and meanings associated with consumer behavior, whether before, during, or after consumption. It is also defined as consumer practices related to material aspects, motives, and values. Sociological studies seek to clarify the features and characteristics of this culture, the most important of which are:

- Material: This means that it seeks to consume material things, which align with the goals of companies in the modern digital world.
- Moral: This means that it is associated with a set of symbols and meanings. This is consistent with the symbolic interaction theory mentioned earlier in the current study.
- It has a distinctive character: This means that some goods provide individuals with a sense of expressing their uniqueness and distinction from others.
- It is characterized by its continuous and ever-evolving nature in line with the digital world. This transformation occurs according to three levels: the first is the transformation of the capitalist into a defender of commercial traditions, who cares for his commercial activities. The second is the shift between what is and what is required. Consumer culture may create a contradiction that did not exist in society before. The third is the transformations caused by the contradiction between the original and traditional cultures.

l) The Saudi Family's Consumption Motivation and Its Consistency with the Cultural Diffusion Theory

- High per capita income: This is one of the most important factors that have a significant impact on the spread of consumer culture.
- Constant aspiration, dissatisfaction with the products they purchase, and imitation of others:
This occurs when low-income groups imitate the consumption patterns of high-income

groups. This is consistent with the cultural diffusion theory mentioned earlier in the study.

- The desire to appear different and attractive: As there are no restrictions on consumption practices, the consumption of certain goods indicates a high social status.
- The proximity and abundance of shopping centers and the ease of returning goods: This is in addition to the seller's style, display of goods, and frequent discounts.
- The abundance of commercial advertisements: This is evident in various modern marketing methods available. This leads to the waste of a significant portion of goods, which promotes unnecessary needs at the expense of essential ones (Al-Taha, 2022, p. 89).

m) The Effects of Consumption on the Family

Social research has identified a few undesirable and negative effects on families and communities resulting from consumption. The results of these studies have shown that the rise of a consumer culture leads to the emergence of pathological behavior in society, where consumption shifts from a behavior that satisfies basic needs to an unjustified extravagance used for showing off, acquiring, demonstrating, and attaining high social status. Furthermore, increased consumption without a convincing reason reduces opportunities for savings and investment and leads to increased rates of resource depletion.

Over time, prices rise because of the demand for it, leading individuals to constantly borrow from their families and relatives, as well as from local banks. One of the most dangerous consequences is the transformation of consumption from a means to an end, which reduces the strategic stock of essential products (Aqoub, op. cit.).

n) Aspects of consumer culture focused on by the current study

- Exaggerated adornment

Fashion drives the use of cosmetics and beauty products. Cosmetic companies exploit media advertisements during fashion seasons, targeting women who desire to imitate and emulate fashion. This has led to the proliferation of beauty salons offering a variety of services, including haircuts, dyeing, and styling, facial and nail cleaning and polishing, and makeup application for brides and guests attending parties and major events. This has led to an increase in Saudi women's attendance at beauty, hair, and skin care centers. The book indicates that this is evidence of a flaw in the prioritization of Saudi women. Studies have indicated that Saudi Arabia is one of the largest consumers of cosmetics, with annual spending per woman reaching approximately 14,000 Saudi riyals. Perfumes top the list of expenditures, with rates ranging from 20% to 60%. The Saudi market is considered the regional center for international perfume companies, and Saudi women are the strongest consumers of perfumes in the world (Sindi, 2011, p. 98).

- Excessive purchasing of modern clothing and accessories.

It is noticeable that women aspire to wear luxurious and elegant clothing that is in keeping with the latest trends of the times. This, unfortunately, has altered their dress culture and customs, which are derived from the teachings of the true religion and the traditions of their Islamic society. This is especially true with regard to evening and wedding wear. The market has become overflowing with diverse materials and models at exorbitant prices. Furthermore, a widespread custom has emerged among Saudi women to purchase accessories and clothing from international brands. Some women are keen to wear clothes from famous designers and to purchase jewelry from the most expensive brands. This has created an obsession with counterfeit goods, viewing them as something for the lower

classes.

So, they do not accept to buy it, and a number of studies have proven that the most widespread activities in the Kingdom of Saudi Arabia are weddings, and the least amount spent on dresses is 1500 Saudi Riyals, in addition to what she spends on gifts for this occasion. Among the apparent customs is also the girl's keenness to renew her clothes and appearance, as she does not want to repeat the same outfit on two occasions, and she feels ashamed to exchange it with her sisters, which makes wasting money a matter taken for granted in such societies (Sindi, 2013, p. 66).

The most prominent international brands that have dominated women's consumption within the family in the field of clothing and accessories, and which are responsible for the increased consumption, can be listed below:

- Givenchy, the French luxury brand, specializes in clothing, jewelry, perfumes, and makeup. The house was founded in 1952 by designer Hubert de Givenchy, who was a member of the Council of Haute Couture and Ready-to-Wear in Paris.
- Hermès Paris, a French brand specializing in the manufacture of expensive and luxurious goods, was founded in 1837. It is famous for its leather goods, jewelry, clothing, home furnishings, and perfumes, and bears the horse-drawn carriage logo.
- Bulgari, an Italian brand that manufactures luxury goods and products, specializing in watches, perfumes, and a chain of its own hotels.
- Fendi, an Italian luxury fashion house known for its high-end handbags, watches, and luggage. It was founded in 1925.
- Louis Vuitton is a French luxury goods fashion house founded in 1854 by Louis Vuitton. The brand bears the LV logo on its handbags, luxury leather goods, clothing, and jewelry.
- Gucci is an Italian luxury fashion house specializing in luxury fashion, leather goods, makeup, and jewelry. It was founded by Gucci in Florence in 1921.
- Cartier is a French luxury brand specializing in the manufacture of luxury goods and products, including watches and jewelry, founded by Louis Cartier in 1847.
- Dior was founded by the designer Dior, who believed that women were ready to receive modern and luxurious designs. In 1946, he established the Christian Dior fashion house, in which he designed many skirts with a flowing style. He was keen for these designs to be eye-catching, giving the impression that the woman's body was sculpted in the shape of an hourglass. To achieve this, he used types of fabrics that served this purpose. Dior later became famous for manufacturing handbags, watches, and shoes (Springstill, 2013/2019, p. 123).
- Excessive Food and Drink

One of the most prominent manifestations of the opulence prevalent in Saudi society is the extravagance and extravagance of food, and the exaggeration in its presentation. This phenomenon is evident at weddings, newborn receptions, graduation parties, Ramadan and Eid celebrations, as well as funerals, where many people are keen to offer a variety of dishes and display the most delicious and exotic types of sweets and pastries. The issue is not limited to the variety of dishes, but extends to the quantity of food, which must be large enough to exceed the needs of the guests, in accordance with the proverb "Provision, not deficiency." Large quantities are thrown into food containers. Due to the generosity, benevolence, and good qualities that characterize Saudi society, this has unfortunately transformed over time into unnecessary luxury and extravagance. Furthermore, the desire to use

luxurious utensils, such as plates, cups, and spoons studded with crystal, has become widespread. This is in addition to the desire to dine in restaurants and cafes, which has led to the opening of many international restaurants within Arab societies (Sindi, op. cit.).

- Excessive planning of parties and events:

Many women are noted for their keenness on decorations at parties. For example, weddings are almost always complete with a backdrop filled with flowers (the kosha), table decorations, varied lighting, lavish invitation cards, and the most luxurious and spacious halls. These decorations are often not used after the party is held. Excessive planning in this area includes decorating the delivery room, as well as the mother's keenness on what she and her baby wear when receiving guests and other such events. This helps her to show luxury, high status and social class to which she belongs. This extravagance has become widespread within Saudi society and has become a normal, natural and undeniable matter. In 1433 AH, in the month of Rabi' al-Awwal, the thirteenth wedding exhibition was held in Jeddah, in which 170 companies competed. Fashion designers, wedding coordinators, interior designers and businesswomen participated. The aim of this exhibition was to introduce the latest developments in weddings and occasions. It has become common among Saudi women to be keen on presenting gifts, whether when marriage, graduation from a certain educational stage, or greetings, as well as condolences, such as distributing prayer beads, Qurans and rugs to remember the deceased with a prayer and other manifestations of exaggerated gift-giving (Al-Mutairi, previous reference).

- Consumer culture in recreational activities:

- Outbound tourism:

The United Nations Conference on International Travel and Tourism, held in Rome in 1963, defined tourism as: “A social and human phenomenon centered on the travel of an individual from one place of residence to another for a specific period, not less than one day and not more than one year, for the purpose of entertainment, trade, or medical treatment.” However, there has been an increase in outbound tourism considering modern developments, leading to increased spending (Al-Anzi, 2017, p. 67).

- Shopping:

Shopping, in its common sense, is the place where goods and services are exchanged and displayed, and relationships and transactions take place between seller and buyer. Shopping is a natural phenomenon that satisfies people's daily needs. However, it can be considered a form of ostentation and boasting if a family is keen to visit the most luxurious shopping centers to purchase products available in small local markets. Furthermore, frequenting malls and large shopping centers has become a widespread habit among families to purchase the products they need. They believe that buying from small shops located in neighborhoods reduces their value, as they view them as counterfeit and outdated goods. When purchasing a product, they may find that many family members have purchased the same product, which makes it less eye-catching and attractive (Taha et al., op. cit.).

Consumer spending via points of sale (POS) reached approximately 11 billion Saudi riyals over the course of a single week. Consumer spending was concentrated on clothing and footwear, valued at 1.62 billion Saudi riyals. Riyadh topped the list with weekly spending of 3.17 billion riyals, followed by Jeddah with 1.77 billion riyals, followed by Dammam with 567 million riyals. Statistics indicate that Saudi consumer spending reached 1.7 billion riyals,

with expectations of a 2% annual growth. Surveys by the General Authority for Statistics reveal that approximately 87% of Saudis pay for their purchases using ATM cards, credit cards, and bank transfers. Clothing, sporting goods, and footwear top the list of purchases, followed by cosmetics (Al-Mutairi, op. cit.).

The study assumes that the presence of e-commerce, along with the accompanying payment facilities, the availability of websites and applications, and the ease of product delivery to the doorstep, have contributed to increased consumption and spending rates, especially considering the rapid digital developments and changes witnessed by the Kingdom of Saudi Arabia, affecting both young and old.

11. Field Study

a) Study Community:

This study was conducted in the Qassim region, specifically on a group of working and non-working women in the city of Buraidah, Qassim region.

The Qassim region is one of the regions located in the center of the Kingdom of Saudi Arabia, characterized by its agricultural production. The Qassim region includes 13 governorates.

b) Study Sample:

This study used a simple random sample, defined as a sample in which the researcher does not control the selection of its units. Rather, its components are selected in a way that ensures equality among all members of the population. This sample was selected for both working and non-working women.

The conditions for selecting the sample for the current study, to produce generalizable results, include:

- Homogeneity among the characteristics of women in terms of economic status.
- Integration of opportunities for all members of the study population, such that they are fully engaged in the regular use of electronic applications.
- Impartiality and objectivity in selecting the women surveyed for the study.
- The number of sample members should be proportional to the size of the research population.

c) Sample Selection Steps

- Determine the units from which data will be collected.
- Determine the size of the study population.
- Determine the sample size representative of the population by applying the research population law according to the Kirgesi and Morgan equation (Abdul Qader, 2022): $\text{Sample} = (\text{Critical Value} \times \text{Population Size}) \times \text{Probability Value} (1 - \text{Probability Value}) (\text{Acceptable Error Rate} 2 (\text{Population Size} - 1)) + (\text{Critical Value} \times \text{Probability Value} (1 - \text{Probability Value})) (3.84 \times 4429) \times 0.50 (1 - 0.50)$

$$(20.05 (4429 - 1)) + (3.84 \times 0.50 (1 - 0.50))$$

$$\text{Sample} = 353.43 \approx 353$$

d) Justifications for selecting the sample:

- The simple random sample is free of researcher bias.
- It provides equal opportunities for all members of the study population to be included in the sample.

- It represents the original population of female consumers.

e) Study Methodology:

The descriptive analytical approach will be used to describe and analyze the reasons behind the spread of consumer culture and excessive spending among Saudi families, given the use of modern electronic applications and the modern goods they provide. The study also describes the ease of use of these applications, which increases consumer culture and annual spending on purchases, particularly for both working and non-working Saudi women.

f) Areas of Study:

- Subject Area: The current study focused on electronic applications and their impact on the culture of consumption within the family among working and non-working women in Saudi families, specifically with regard to the consumption of clothing and accessories, perfumes, jewelry, food consumption, and consumption in recreational activities.
- Human Area: This study was conducted on a sample of families in the city of Buraidah in the Qassim region.
- Spatial Area: This study was conducted in the Qassim region, in the city of Buraidah.
- Time Area: This study was conducted specifically from mid-January 2021 to the end of December 2021.

Table (1) shows the education rate

| Distribution of Respondents according to Educational Level Variable | repetition | percentage |
|--|-------------------|-------------------|
| Academic level | | |
| Elementary | 17 | ٪4.9 |
| Middle | 53 | ٪15.1 |
| Secondary | 83 | ٪23.5 |
| Bachelor's | 132 | ٪37.4 |
| Master's | 34 | ٪9.7 |
| Doctorate | 34 | ٪9.7 |
| Total | 353 | %100 |

The following table shows that the highest educational level was a bachelor's degree, which represented 37.4% of the sample, while the average percentage, which was 23.5%, was for those who had a secondary education. The lowest percentage was for primary education, which represented 4.9%. This indicates an increase in awareness among the sample members.

Table No. (2) Distribution of sample members according to the family income variable.

| Categories | repetition | percentage |
|-----------------------|-------------------|-------------------|
| Less than 6,000 (low) | 127 | ٪36.0 |
| 7-15,000 (medium) | 113 | ٪32.0 |

| | | |
|---------------------|-----|-------|
| Above 15,000 (high) | 113 | %32.0 |
| Total | 353 | %100 |

The data in the previous table shows that the largest percentage of the sample falls into the first category, namely those with low income, representing 35% of the study sample, and 33% with middle income, while the percentage of sample members with high income is 32%.

Table No. (3) Distribution of the sample between working and non-working women

| Categories | repetition | percentage |
|----------------------------|------------|------------|
| Working | 127 | %35.0 |
| Non-working "housewife" | 226 | %64.0 |
| Total | 353 | %100 |

The current table shows that the study sample comprised of non-working women, with the highest percentage of 64.0%, while working women came in second place with a percentage of 35.0%.

Table (4) Relationship between the most attractive and admired advertising content and food consumption among Saudi families, according to modern electronic applications.

| Theoretical Conceptual Framework The Main Factor in Product Purchases | Increasing food consumpti on The most engaging and admired type of advertising content (cultural diffusion) | Snapchat influence | | Instagram influence | | TikTok influence | | I wasn't influenced by anything | |
|---|---|-----------------------|------------|------------------------|------------|---------------------|------------|---------------------------------------|------------|
| | | numbe .r | ratio % | numbe r. | ratio % | numbe .r | ratio % | numbe .r | ratio % |
| Follow the customs, traditions, and education of the community when purchasing (symbolic | Decorations and Clothing | 132 | 37.4 % | 200 | 56.7 % | 189 | 53.5 % | 300 | 95.5 % |
| | Restaurants and Cafes | 123 | 34.8 % | 100 | 28.3 % | 100 | 28.3 % | 30 | 8.5 % |
| | Tourism and Entertainment | 98 | 27.8 % | 53 | 15.0 % | 64 | 18.1 % | 23 | 6.5 % |
| | Total | 353 | 100 % | 353 | 100 % | 353 | 100 % | 353 | 100 % |

| interactionism) | | | | | | | | | |
|--|---------------------------|-----|--------|-----|--------|-----|--------|-----|--------|
| I act freely to satisfy my needs (symbolic interactionism) | Decorations and Clothing | 150 | 42.5 % | 188 | 53.3 % | 120 | 34.8 % | 256 | 72.5 % |
| | Restaurants and Cafes | 150 | 42.5 % | 112 | 31.7 % | 200 | 56.7 % | 47 | 13.3 % |
| | Tourism and Entertainment | 53 | 15.0 % | 53 | 15.0 % | 33 | 9.3 % | 353 | 100 % |
| | Total | 353 | 100 % | 353 | 100 % | 353 | 100 % | 353 | 100 % |

The table shows that the main factor in consumption resulting from following customs, traditions and family education, as assumed by the structural functional theory, does not establish a relationship between the type of advertising content that is most attractive and admired and food consumption in Saudi families, following customs, traditions and family education, which proves that the type of advertising content that is most attractive and admired motivates Saudi families to consume food, which confirms the importance of the research problem in increasing expenditures and the culture of spending according to modern technology and the world of digital technology.

The highest percentage, 56.7%, is more influenced by the Instagram application in clothing and decorations, while a smaller number, 37.4%, is influenced by the Snapchat application. Cafes and restaurants were also the highest percentage of Snapchat in displaying advertisements and being influenced by them. As for tourism and entertainment,

Snapchat was also the most influential application, with a percentage of 42.5%, on the culture of spending and consumption in Saudi families. This is consistent with the theory of symbolic interactionism in the interaction of many families with the symbols and actions of modern technology. Table (5) The relationship between the most followed modern applications and consumption in recreational activities among Saudi families.

| Theoretical Conceptual Framework The Main Factor in Product Purchases | Consumption in recreational activities Most followed apps | Snapchat influence | | Instagram influence | | TikTok influence | | I was not affected | |
|--|--|--------------------|--------|---------------------|--------|------------------|--------|--------------------|--------|
| | | number | ratio | number | ratio | number | ratio | number | ratio |
| Imitation and Emulation (Digitization Theory A) | Snapchat | 135 | 38.2 % | 189 | 53.5 % | 119 | 33.7 % | 17 | 4.8 % |
| | Instagram | 100 | 10.0 % | 125 | 35.4 % | 125 | 35.4 % | 200 | 56.7 % |
| | TikTok | 118 | 33.4 % | 39 | 11.0 % | 109 | 30.9 % | 136 | 38.5 % |
| | Total | 353 | %100 | 353 | %100 | 353 | %100 | 353 | %100 |

The current table shows that consumption resulting from imitation and emulation of the digital age. The family, as it assumes cultural diffusion, establishes a relationship between the most followed applications and consumption in recreational activities among Saudi families.

This proves that the most followed applications push Saudi families to consume many recreational activities, which indicates cultural diffusion. It became clear that 53.5% follows the purchase of products, as you see in the Snapchat application, in the consumption of products and goods. When monitoring consumption rates, we find an equal percentage of 35.5 for each of the Instagram application in consumption and spending on recreational activities among Saudi families. The percentages were also equal for the TikTok application, which proves that the most followed applications push Saudi families to consume recreational activities. This proves the importance of the current study in increasing the culture of consumption.

12. Discussion of the study results:

The study achieved four main results:

a) First result:

The first objective is achieved, and the first question of the study is answered. Through this study, the study seeks to identify the role of modern advertisements by media celebrities for electronic applications in influencing the pattern of consumer culture among women in Saudi families, about clothing, jewelry, and perfumes. The study concluded the following:

- There is a relationship between the consumption of clothing and adornment by women, whether working or non-working, in Saudi families, and modern digital and technological change. This is consistent with the assumptions of symbolic interactionism, as families are influenced by advertisements and what appears in modern applications, which affects their consumption of clothing and adornment. This result is consistent with the study by Phua Kim (2018), which concluded that influencers and celebrities in social media advertisements are effective brand advocates, which enhances individuals' purchasing behavior. It also differs from the findings of the study by Aqoub (2021), which stated that social media networks play a role in stimulating consumer culture. The study's findings are consistent with the findings of the study by Al-

Mutairi (2021), which stated that social media programs play a role in Saudi women's consumption of personal needs. Keeping up with everything new in the field of fashion.

b) Second result:

This achieves the second objective and answers the second question of the study, which seeks to identify commodities that have become essential needs, despite being secondary and must be purchased, in the prevalence of food consumption patterns among Saudi families, in terms of the type of food and beverages, the place of purchase, and the place of eating. The study concluded the following:

- There is a relationship between Saudi families' food consumption and indifference to essential needs. This is consistent with the assumptions of symbolic interaction theory, as families that act freely in their consumption tend to follow Instagram more frequently and are therefore influenced by Instagram celebrities in their increased food consumption. This is consistent with the results of Al-Mutairi's study (2021), which concluded that social media sites play a role in families' consumption of their food needs. Meanwhile, the current study concluded that Instagram is related to food consumption, as well as the theory of social digitization, which assumes the existence of technology through which individuals become consumers.

c) Third Result:

This achieves the third objective and answers the third question of the study, which seeks to identify the excessive aspirations caused by electronic applications and the reason for excessive spending and consumption in recreational activities among Saudi girls, regarding travel, shopping, and entertainment venues. The study concluded the following:

- There is a relationship between Saudi family consumption of recreational activities and excessive aspirations in light of modern technology, which has facilitated many ways to access new luxury. This is consistent with what is assumed by the theory of cultural diffusion, as families are influenced by modern digital technology in their consumption of recreational activities. This differs from the results of Nolcheska's study, which concluded that consumers have positive attitudes toward social networks. It also agrees with the findings of Al-Otaibi's study (2018), which indicated a significant impact of social networking sites on the spread of consumerism among families.

d) Fourth result:

Modern digital technological innovations, such as the Internet and others, are a factor in shaping the concept of imitation and unjustified purchasing, even though purchasing is often simply a desire to own that product. It may be a matter of showing off and not of the household's essential needs, which leads to increased spending by the family, waste of economic resources, and an increase in family problems.

13. Study Recommendations:

Considering the analysis of the field study results, the study recommends the following:

- The study recommends that university academic departments and social research centers conduct further studies to uncover the factors related to increased consumption and use more accurate data collection tools.
- The study recommends that the Ministry of Education include curricula that promote a culture of financial awareness and savings and discourage a culture of waste among Saudi male and

female students.

- The study recommends that non-profit organizations conduct awareness courses, programs, and workshops on personal budget management, financial planning, and savings.
- The study recommends that the Ministry of Human Resources and Social Development implement programs that teach families how to maintain income and promote a culture of sound consumption.
- We recommend that local banks encourage families to save and explain investment methods, which will achieve economic development.
- The study recommends that social development institutions promote a culture of cheaper alternatives, encourage local production, and avoid relying on expensive products to meet needs.
- The study recommends that the Ministry of Information adopt regulations that ensure the integrity of advertising content and use advertising content to benefit the country's economy by advertising local products at reasonable prices.
- We recommend that families adhere to the values of Islamic Sharia, which encourage moderation, promote non-spending, and discourage blind imitation.

14. Suggestions for Future Research:

The researcher suggests that sociologists conduct field studies on consumer culture considering the modern digital technology era, which has further altered the lifestyle of Saudi families. They also suggest focusing on the variable of excessive consumption in recreational activities and exploring the factors associated with it. They also suggest conducting research on the increased consumption of young men and women, as they are the largest consumer of modern technology.

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